



Kentucky Department of Agriculture News

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Bill signing makes Kentucky Proud the state's permanent farm marketing program

Special to KAN

Governor Steve Beshear held a ceremonial signing of House Bill 626 with Agriculture Commissioner Richie Farmer June 25 on the Capitol grounds. House Bill 626 establishes the Kentucky Proud brand as the permanent marketing program for the Kentucky Department of Agriculture.



Also in attendance were primary bill sponsor Rep. Mike Denham (D-Maysville) and co-sponsors Rep. Tom McKee (D-Cynthiana) and Rep. Ruth Ann Palumbo (D-Lexington.) Other legislators instrumental in the passage of this legislation are Rep. Charlie Hoffman (D-Georgetown) and Sen. Joey Pendleton (D-Hopkinsville.)

"House Bill 626 will ensure that Kentucky producers, consumers, and the rural economy will benefit from the Kentucky Proud Program well into the future," said Gov. Beshear. "It will give our citizens the assurance that purchasing food with the Kentucky Proud label means it's a fresh, locally grown product."

"This bill will bring significant opportunities to Kentucky farmers and allow the Department of Agriculture to market the Kentucky Proud brand with the expectation that its products will become widely accepted and nationally recognized," said Rep. Mike Denham.

Kentucky First Lady Jane Beshear today hosted a farmers market on the Capitol grounds in conjunction with the bill signing to support locally owned farms, the Commonwealth's rural economy and the Kentucky Proud brand. The Governor's Office of Agricultural Policy and the Kentucky Department of Agriculture joined Mrs. Beshear in promoting the event.



"Increasing gas prices and depleting natural resources are having a negative impact on farmers," said Mrs. Beshear. "Most produce travels an average of 1,500 miles from farm to plate. By buying fruits and vegetables grown in Kentucky, we not only support the farms that grow them but we also support our regional economy."

Twenty-two vendors from Franklin County and surrounding areas took part in the farmers market and offered a variety of vegetables, fruits, meats, baked goods, flowers, honey, and many other specialty Kentucky products. Area markets now produce approximately \$7.5 million in revenue for more than 2,000 farmers across the state.



Top: Agriculture Commissioner Richie Farmer speaks during the ceremonial signing of House Bill 626. Above: Gov. Steve Beshear signs House Bill 626 into law as legislators and Commissioner Farmer, third from left, look on. (Photos by Ted Sloan)

For more information about Kentucky Proud, click [here](#).

For more information about Kentucky farmers' markets, click [here](#).

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